

To the ADVERTISING MANAGER

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NATIONAL WAR FINANCE COMMITTEE

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Joint Chairmen, Donated Advertising
and Publicity Committee,
Province of Quebec



"You can't EAT your cake and HAVE it, Brother!"



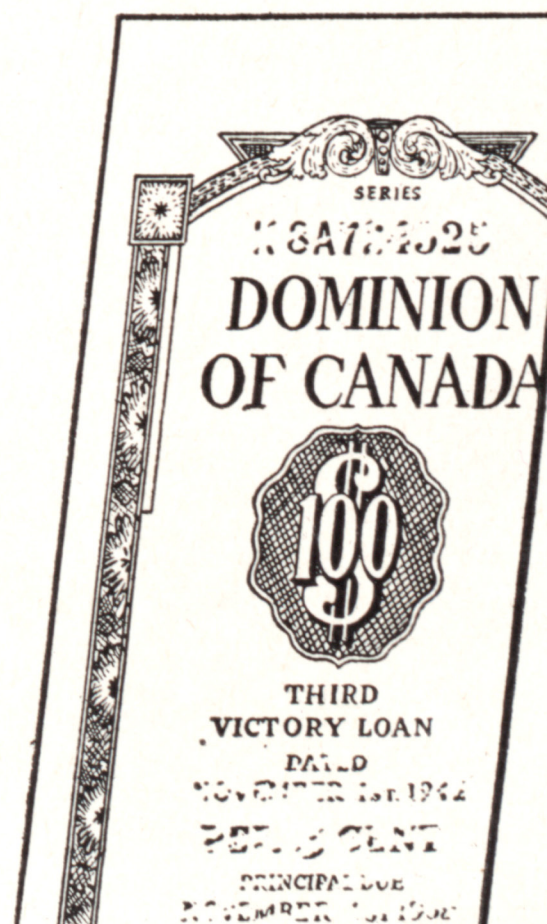
"And, let me tell you, life in Canada *is* cake—fruit cake—compared to the bitter, stale crusts of bread conquered Europe begs under the Nazi heel Sure, I know back home you've got rationing and bigger taxes, and it costs more to buy things But this is war . . . If we don't lick the Axis—they'll lick us. They'd make it plenty tough, too . . . then you *would* know what high taxes really are—what it's like to be a slave Impossible? . . . There are millions of slaves in Europe right now. Yesterday these people were free. They, too, thought they were safe. They were wrong Winning this war needs courage—and money, too . . . for planes and ships and tanks So dig down in your pocket, brother, and buy your share of those new Victory Bonds. Don't say you can't afford it. You've *got* to afford it. Remember: Victory depends on you as much as on us So roll up your sleeves and fight—with your dollars."



This is
**YOUR Fight for
Life . . . Fight for
all you're worth by
lending all you can.**

When You Buy YOUR Victory Bond . . .

- you are staking your claim to Victory and personal freedom
- you are investing in the safest security in Canada . . . your investment is the country itself
- you are building a nest-egg for the future . . . to buy the things you want when Victory comes
- you are making your money earn interest at a good rate
- you are justifying your existence as a worth-while Canadian



*This Message
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Buy

VICTORY BONDS

for security now . . . and in the future